



August 2010

Vitafusion® HeartOne - Cholesterol 101

Background

Heart disease is the leading cause of death in adults worldwide.¹ A main indicator for heart disease is increased levels of “bad” cholesterol (LDL).² Therefore, if someone has high LDL levels, it’s absolutely imperative that they take measures to lower their cholesterol.

Too much LDL is often due to eating too many products that are high in cholesterol, such as meat and dairy. Exercise and eating a low cholesterol diet can help reduce elevated LDL levels.³ Moreover, it has been shown that exercise increases “good” cholesterol (HDL).⁴ Hence, exercise and diet are paramount in maintaining healthy cholesterol levels and a healthy heart.

Diet and exercise alone do not always work in reducing elevated LDL levels sufficiently. Consequently, significant efforts have been made to find ways to lower elevated levels of LDL through dietary supplements. Vitafusion® HeartOne is the fruit of these efforts; it naturally reduces LDL levels by working with your body to block LDL absorption.

Mechanism of action & efficacy

Vitafusion® HeartOne’s active ingredients are phytosterols. These compounds, structurally resembling cholesterol, reduce cholesterol levels by inhibiting the absorption of dietary cholesterol in the small intestine (figure 1).⁵ Furthermore, the Food and Drug Administration (FDA) authorizes health claims describing the relationship between dietary intake of phytosterols and reduced risk of heart disease.⁶

Vitafusion® HeartOne provides 0.4 g of free phytosterols per serving (2 gummies). In 2003, the FDA approved the claim that: “Foods containing at least 0.4 gram per

serving of phytosterols, eaten twice a day with meals for a daily total intake of at least 0.8 gram, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.”⁶ Accordingly, the use of Vitafusion® HeartOne in conjunction with exercise and a diet low in cholesterol may lower elevated LDL levels and help maintain a healthy heart.

with elevated levels of LDL cholesterol should consult their physician for medical advice and treatment.

These precautions have not been evaluated by the FDA. Vitafusion® HeartOne is a dietary supplement and it’s not intended to diagnose, treat, cure, or prevent any disease.

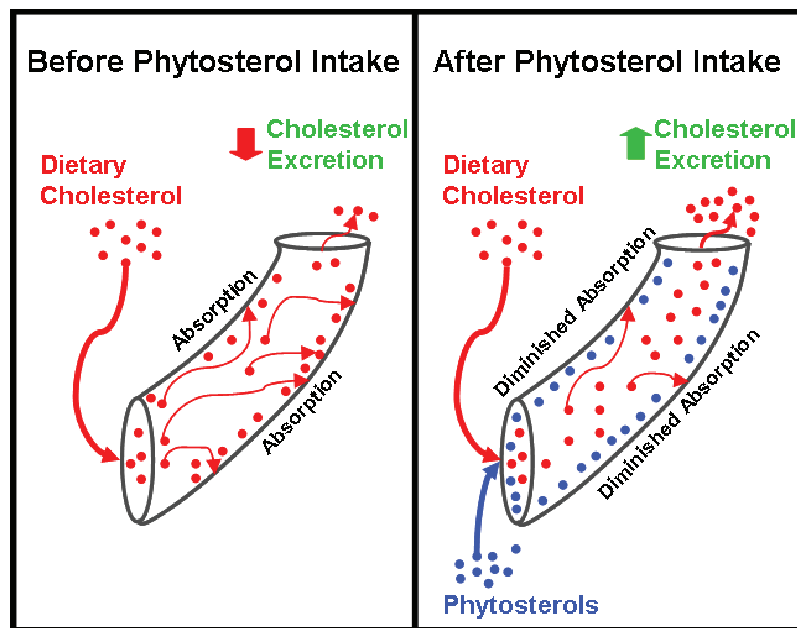


Figure 1. The mechanism behind phytosterol induced cholesterol reduction. The blue and red circles represent phytosterols and LDL cholesterol, respectively. Phytosterols structurally resemble cholesterol; therefore, they compete and interfere with cholesterol absorption in the small intestine.

Precautions

Take Vitafusion® HeartOne gummies only as directed. Do not exceed suggested dosage. If you have a medical condition, are on medication, or are pregnant or nursing, please seek the advice of a qualified health care professional before using. Sensitive individuals may experience a laxative effect from excessive consumption of this product. Do not use if the inner seal of the container is broken or missing. Keep Vitafusion® HeartOne out of the reach of children. Individuals

Dosage & directions

For optimal effectiveness, take two Vitafusion® HeartOne gummies 15 to 30 minutes before eating a meal. Vitafusion® HeartOne gummies need 15-30 minutes before meals to compete and interfere with cholesterol absorption in the small intestine.

Full citation and references available upon request. Email: Info@nwnaturalproducts.com. Please include “HeartOne White Paper” on the subject line.

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